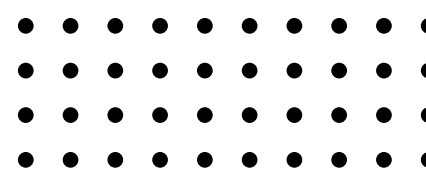
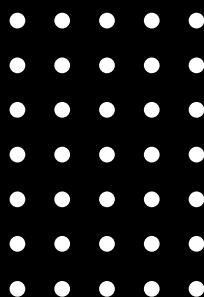


PPC CHECKLIST



HOW IT WORKS

Use this guide from Campaign Crushers to maximize your PPC campaign returns. Use the accompanying checklist to ensure each campaign meets your goals, targets the right keywords and audience, and produces the desired leads from your ads

Start With a Goal

- Develop SMART goals.** Specific, measurable, attainable, relevant, and timely goals define exactly what you want to achieve with your PPC campaign, and when. Do you want clicks, impressions, conversions, etc.? What's your timeline?
- Make sure your SMART goals match your budget.** If you're spending just \$150 a month, you're not going to get hundreds of conversions.
- Share your goals with the team.** Goals aren't much good if no one knows about them. Sharing goals with your entire PPC and marketing team helps ensure everyone's on the same page about what you're working towards.

Complete Competitive Research

- Research your top competitors.** Find out what keywords they're bidding on and how much they're spending. What does their ad copy look like, and is it effective?
- Use tools to help you compile your research.** There are a number of tools designed to help you complete effective research. We recommend options like MOZ, SpyFu, and SEMrush for comprehensive, affordable support.

Target Ads Intuitively

- Look at how you're targeting ads.** Poorly targeted ads might get clicks and impressions, but are unlikely to deliver leads you want. Take time to target your PPC ads well.
- Demographics.** Have a clear picture of who your buyer personas are. Your PPC campaign's demographics should match those buyer personas as closely as possible.
- Geographics.** Scale your campaign's geographic location to encompass the areas you actually want to market to.

Make Time for Transparent Reporting

- Share reports with both your PPC and marketing teams.** Everyone should understand how your PPC campaigns are doing. Are you reaching those SMART goals you set for this campaign? If not, why?
- Ask your sales team how your leads are converting.** Make sure your ads are delivering qualified leads that sales is able to close. If not, you need to make some adjustments.

Analyze, Review & Optimize Every Campaign

- Analyze.** How did your ads perform? Did they reach your SMART goals? If not, why? Are the leads you're delivering converting? Figure out how your ads are doing, & why.
- Review.** If your ads aren't converting, look at your search terms. Make sure they're relevant, have search volume, and are on par with what you want to show up on Google for.
- Optimize.** Apply everything you've learned from your analysis, and use it to optimize future campaigns and refine existing PPC campaigns.